

## A. Placemaking

### Howard Theatre Sub-district

#### "Performing Arts Anchor"

Assets:	A. Howard Theatre (Ellington Plaza), 620 T Street NW	18,000 SF	Building
	B. NCRC RLA Parcel 33, Sq. 0441, 7th and S Streets NW	35,189 SF	Land
	+ WMATA Air Rights - Shaw Metro	4,200 SF	Air Rights
	C. WMATA 8th/Florida Ave. - SE Corner	8,621 SF	Land
	+ Howard CVS Site - 7th and Florida	20,646 SF	Land

#### QUALITY OF ENVIRONMENT / PUBLIC REALM

The "Howard Theatre Sub-district" will be a vibrant center focused upon a revived Howard Theatre. The Theatre will be restored to approximate its original and historic facade and will be well-programmed with local and national performers who attract day and night time patrons. Performances recall the time when, in the Theatre's heyday, legendary greats like Duke Ellington, Ella Fitzgerald, Count Basie and many more honed their artistic craft and set a standard for excellence in the performing arts. Performances will be affordable to patrons who will be a range of local residents, visitors and tourists.

Sub-district properties will be programmed to complement and support a "complete" destination with restaurants, outdoor cafes/dining, intimate music clubs, bars, bookstores, art galleries, modest priced retail and other destination uses. "Ellington Plaza," T Street between 7th and Florida, will become a small restaurant /entertainment zone celebrating the legacy of the Howard and the surrounding neighborhoods.

The streetscape will be dynamic with clean and well-lit sidewalks that are ample in size for outdoor cafes and special events. New trees will be healthy and well-maintained. Storefronts will be architecturally exciting. Individual storefront signs will be appropriately scaled yet a highly-creative expression of business type and local history. "Ellington Plaza" facades are preserved and restored

#### SMALL BUSINESS DEVELOPMENT

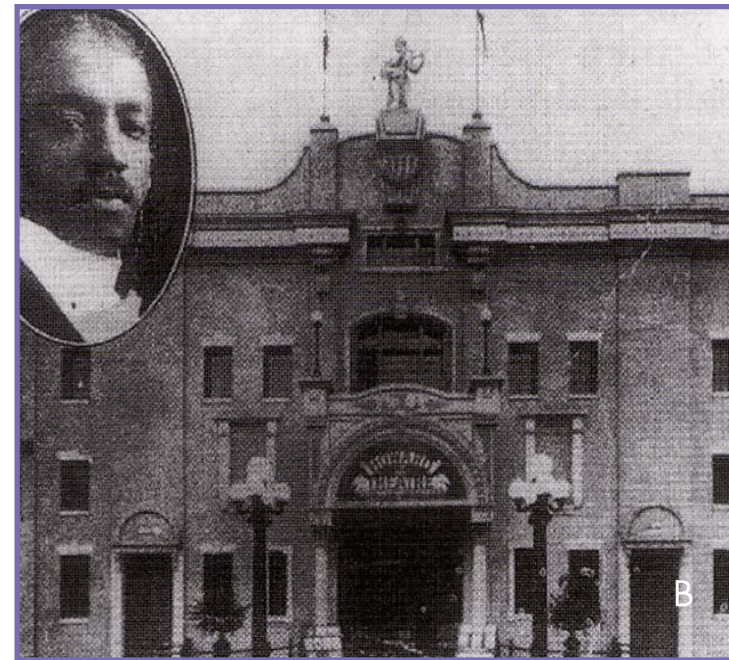
Existing property owners are targeted with technical assistance to move them actively toward meeting a variety of local and visitor needs, both current and into the future. Technical assistance should focus upon interior, retail space planning, merchandising, storefront improvements, marketing, and promotions.

#### RECOMMENDATIONS FOR OTHER SITES OF INTEREST

1. Demolish HU's 125 bed site and allow mixed use redevelopment, including active, ground floor retail, which complement other proposed destination uses and optimizes density.
2. Complete renovation of Dunbar Theatre. Locate signature, destination retail tenant.
3. Develop mixed use project near Howard University Hospital. Include structured parking for shared use with Howard Theatre.
4. Redevelop the Wonder Bread building and site with offices in addition to an art gallery and/or intimately scaled live music venue. Preserve the architecturally and historically significant facade.
5. Assemble and redevelop NCRC RLA Parcel 26 and the private properties at the southwest corner of the intersection of 7th and S Streets with mixed uses.
6. Locate retail tenant for the United House of Prayer property on the southeast corner of 7th and S Streets. Relocate HU Welcome Center.

*create a cohesive and memorable place with diverse sub-areas*





PHOTOS

- A. Howard Theatre - T Street facade (2004).
- B. Howard Theatre Facade circa 1910. The facade should be restored to approximate the original facade.
- C. Motown Cafe (NYC). The Howard should host live performances by a range of local and national artists.
- D. Gift shop - B. B. Kings (NYC). The Howard should include a small museum about the Theatre's history and a gift shop.
- E. Advertisement. There should be daily and nightly events at the Howard Theatre including performances by local and national talent.

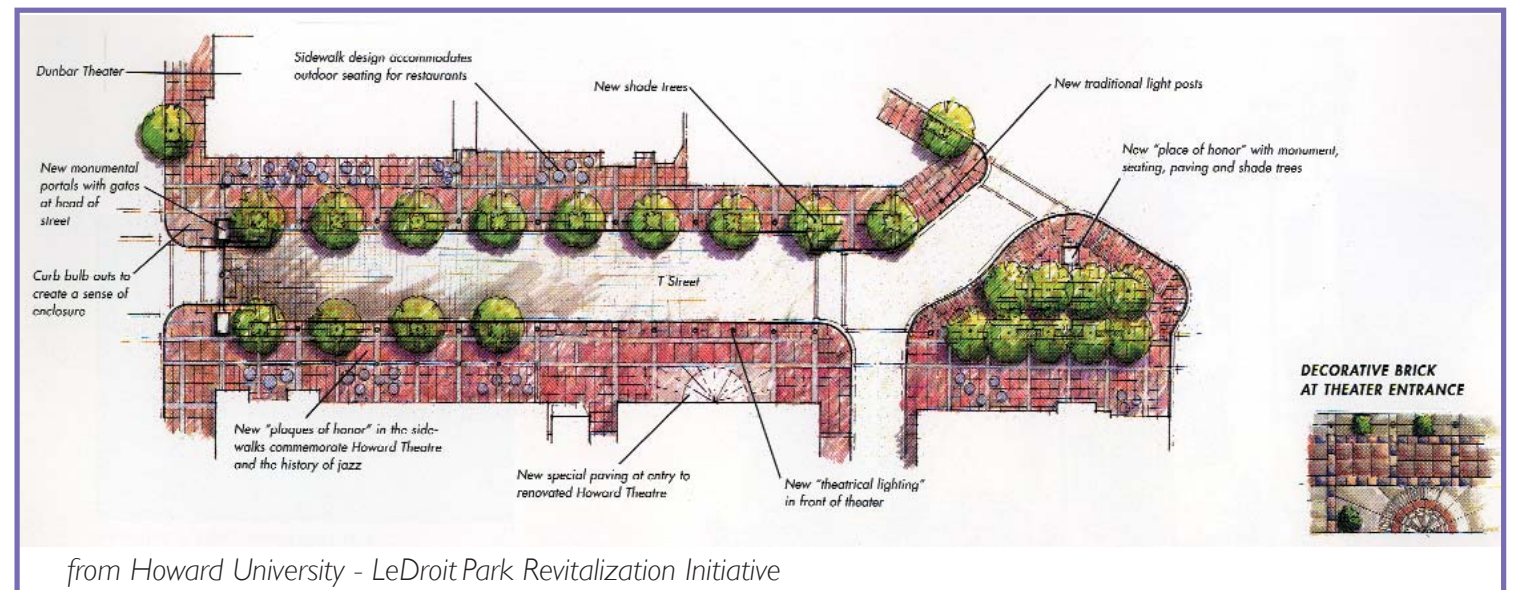
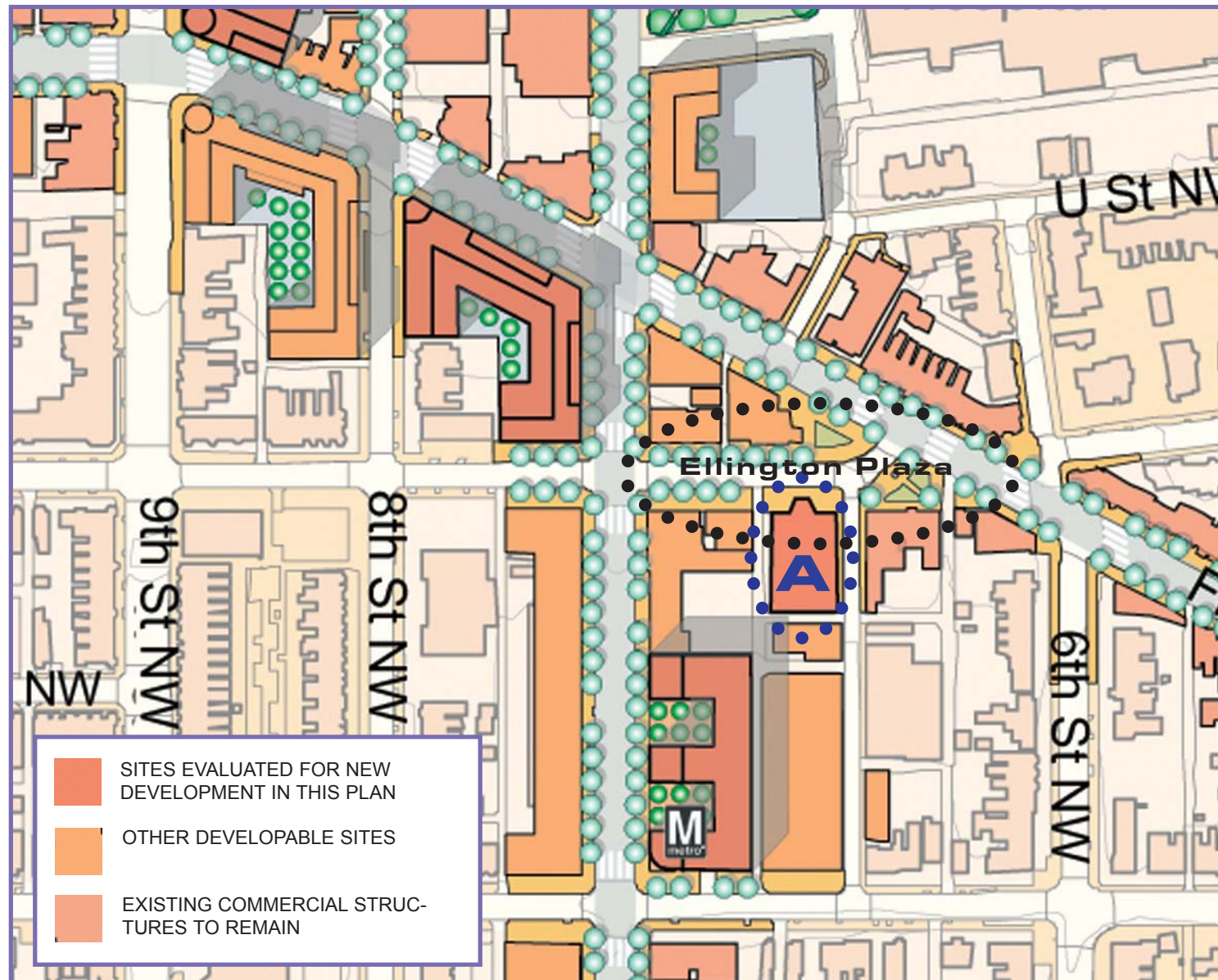




## A. Placemaking

### Howard Theatre Sub-district

### Site: HOWARD THEATRE / Ellington Plaza



#### RECOMMENDATIONS

**HOWARD THEATRE (A)** +/-18,000 square feet (12,000 square feet at grade and a 6,000 square-foot mezzanine)

#### DEVELOPMENT PROGRAM

##### HOWARD THEATRE

Live entertainment Venue with 500 - 600 person capacity  
Restaurant/dining with beverages to support operating cost  
Gift shop  
Small museum  
Local and national performances

Restore the T Street facade to its approximate 1910 appearance.

Develop Theatre parking on the WMATA/NCRCRLA Parcel 33 site when it is developed. Seek other parking sites as well.

Coordinate disposition/restoration/reopening schedules with redevelopment of NCRC/WMATA site and streetscape/public art improvements on Ellington Plaza.

Embrace Ellington Plaza as front foyer of the Theatre and program with active calendar of special and community events.

Require daytime use of the Howard Theatre, i.e. museum and gift shop.

Maintain Wiltberger Street as a functioning right-of-way, providing for service/loading functions and access for the Theatre and nearby properties.

Explore closing portion of west side alley adjacent to the Theatre to vehicular use and reuse as café and post-performance pedestrian egress to parking on the NCRC/WMATA site to mitigate impact on surrounding residential properties.

Install distinctive streetscape and specialty paving along the 600 block of T Street from 7th Street to Florida Avenue to create a public space that respects and celebrates the heritage of the Howard Theatre and the surrounding neighborhoods.

Design Ellington Plaza to accommodate public gatherings.

Actively program the public space with regular community and arts/cultural events.

Public art should be installed in the Ellington Plaza gateway at Florida Avenue.

Encourage sidewalk cafes along T Street in preserved buildings.

Incorporation of film into Howard Theatre programming is not recommended due to significant competition from other cinemas and to avoid competing with the Lincoln Theatre's presentation of special run films.





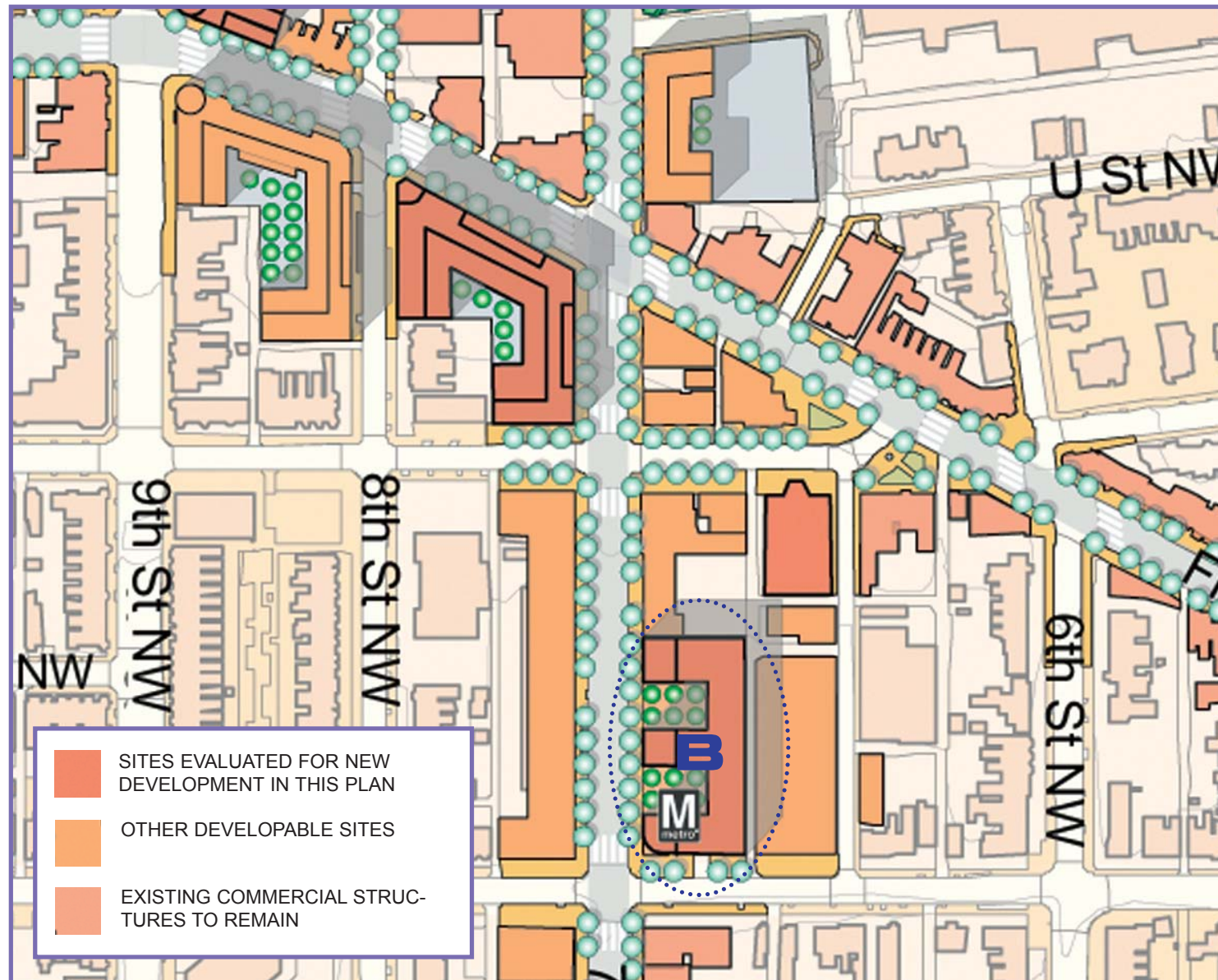




## A. Placemaking

### Howard Theatre Sub-district

### Site: NCRC + WMATA Parcels



#### RECOMMENDATIONS

##### WMATA + NCRC RLA PARCEL 33 (B)

35,189 sf

##### DEVELOPMENT PROGRAM

- Primary use: Office (maximum 170,000 SF)
- Ground floor retail/restaurants (approx. 18,000 SF)
- Secondary use: Residential (up to 176 units)
- 379 permanent jobs with office uses created
- 240 +/- parking spaces below grade and on two levels behind retail (shared with T Street uses)
- 20-30% Affordable Housing Target
- 35 % Local Small Disadvantaged Business Enterprise

Coordinate disposition/redevelopment schedules with restoration of the Howard Theatre and streetscape/public art improvements on Ellington Plaza.

Allow building height of 65 feet to cornice, rising to 90 feet with a one-to-one setback from cornice; optimize density, with target of approximately 6.0 Floor Area Ratio (FAR).

Provide parking, consistent with strong transit use, to accommodate demand for on-site uses, retail/restaurant uses on T Street, and joint use with the Howard Theatre; parking management to provide for joint and shared use and extended operating hours.

Consider joint venture/acquisition of properties facing 7th Street to north of site to improve efficiencies of parking design.

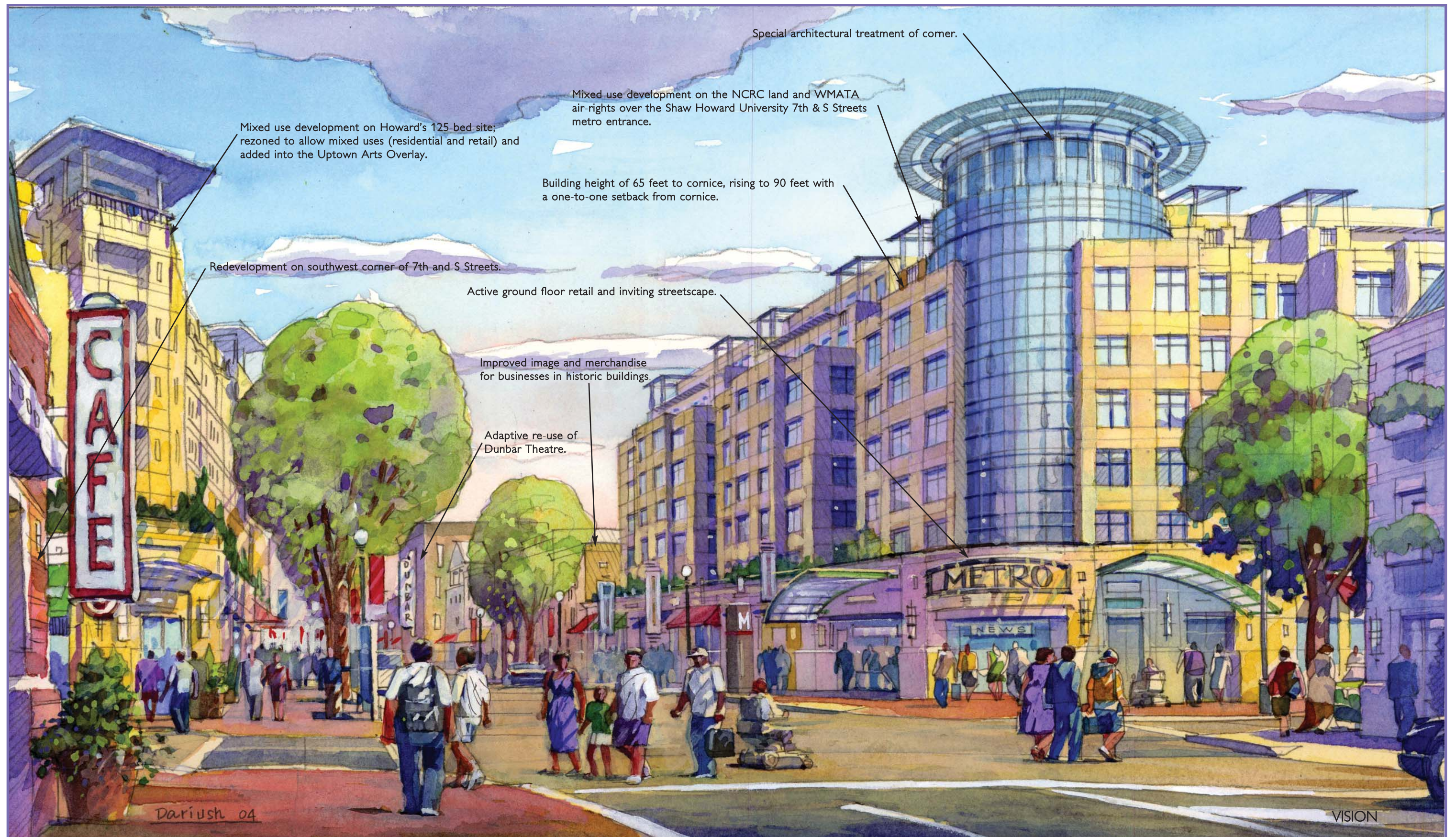
Require access to parking structure and service functions off of S Street and alley; explore joint and shared loading and service arrangements with retail properties to north of site to enhance their revitalization/adaptive reuse potential.

Build over the Metro entrance and elevator.

PHOTO - Right. 7th & S Streets facing north. Existing conditions. Opposite page. 7th & S Streets facing north. Proposed conditions.







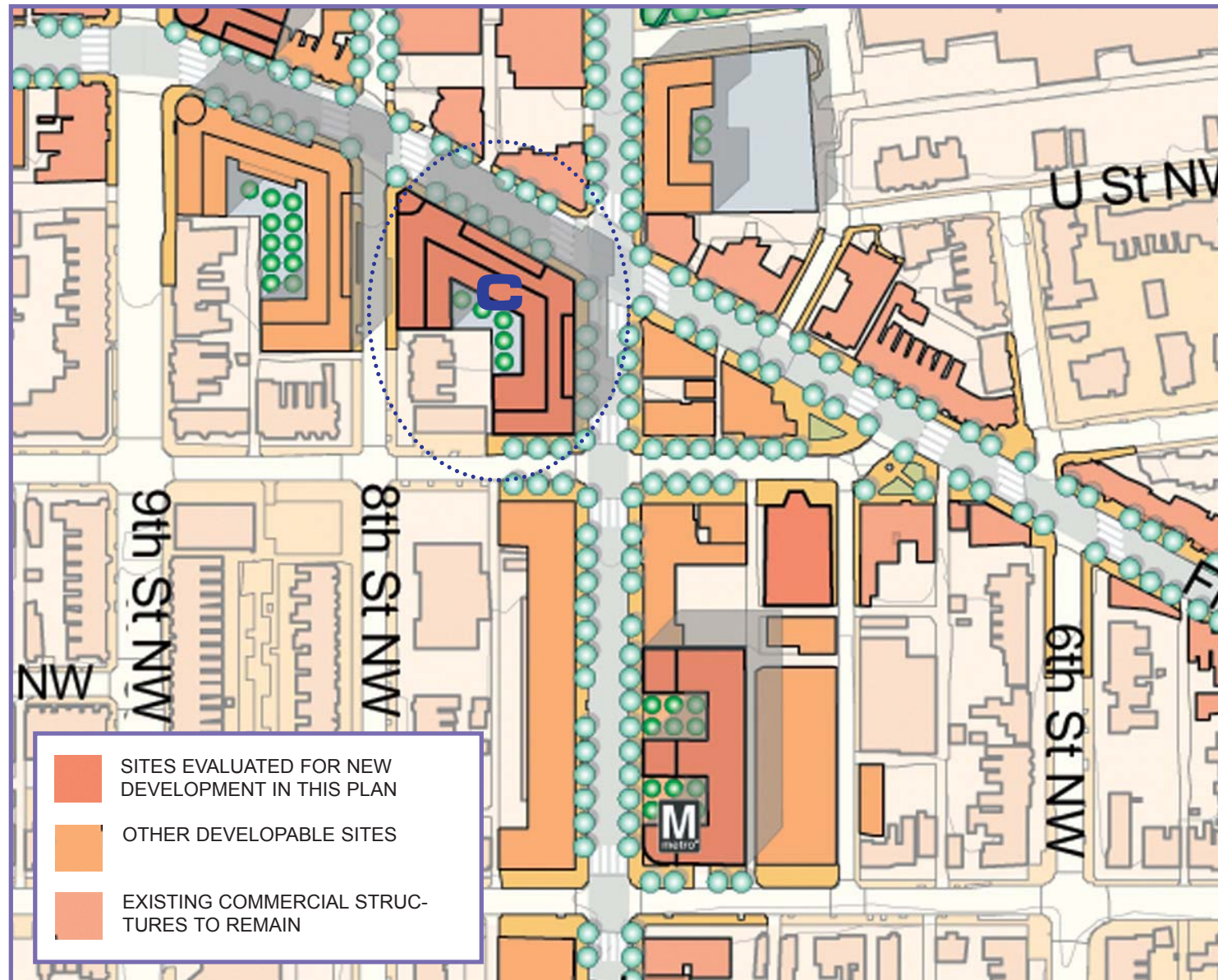




## A. Placemaking

### Howard Theatre Sub-district

### Site: WMATA + Howard CVS



#### RECOMMENDATIONS

WMATA + Howard University - CVS Site (C)  
(WMATA = 8,621 SF; HU CVS = 20,646 SF)

29,267 sf

#### DEVELOPMENT PROGRAM

33,000 +/- minimum cultural destination with retail  
125 +/- housing units on upper stories (150,000 +/- feet)  
160 +/- parking spaces below grade on two levels  
306 construction and 95 permanent jobs created  
20-30% Affordable Housing Target (25-38 units)  
35 % Local Small Disadvantaged Business Enterprise  
(LSDBE) participation

Develop retail/arts space to include specialty restaurants, a small-format anchor (8,000 to 15,000 square feet) and/or a cluster of retail shops, small clubs, and/or museum uses themed to the African American culture and experience of the district.

Allow building height of 65 feet to cornice, rising to 90 feet with a one-to-one setback from cornice; optimize density within constraint of parking potential (limited to two levels down by Metro tunnels).

Achieve significant architectural expression at corner of Florida Avenue and 7th Street.

Locate residential entries along 7th and 8th Streets.

Locate the service entry along T Street.

#### PHOTOS

- A. 7th Street and Florida Avenue facing south. Existing conditions.  
B. Florida Avenue and 7th Street/Georgia Avenue facing west toward Housing Finance Agency site - existing conditions.  
C. Florida Avenue and 7th Street/Georgia Avenue (opposite page) - proposed conditions.





